

**TO:** All ROMs  
**FROM:** F. E. Cook  
**DATE:** May 27, 1997  
**SUBJECT:** SALEM Tear Tape Product Communications

In reference to FSC-71-A, Addendum, regarding SALEM Tear Tape Product Program details, direct account allocations have been entered for public warehouse deployment. To ensure this program is implemented effectively at both retail and wholesale levels in regions with retail accounts supplied by direct accounts that reside in outside regions (chains and independents), the following communication process will need to be administered by each ROU:

- 1) Store list of accounts participating to include:
  - Store name, address, city, state and zip code
  - Store SIS #
  - Store tax jurisdiction
  - Direct account name and SIS # supplying SALEM Tear Tape product
  - Direct account supplier number for the retail account
  - Number of SALEM cartons to be shipped to retail accounts (number should be for one brand style)
- 2) Communication should specify from each region how displays will need to be shipped to retail (DSD or Direct Account Delivery). Communication should clearly state whether DSD of the displays will include all retail stores on a direct account list or just the stores within the region's retail universe.

This information will need to be communicated to applicable regions on or before June 9, 1997.

If additional information is needed, please call me at #3466.

ccd

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